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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/711,861	10/11/2004	Chien-Wu Yen	14147-US-PA	5860
31561	7590	05/22/2008	EXAMINER	
JIANQ CHYUN INTELLECTUAL PROPERTY OFFICE			JOHNSON, CARLTON	
7 FLOOR-1, NO. 100			ART UNIT	PAPER NUMBER
ROOSEVELT ROAD, SECTION 2				
TAIPEI, 100			2136	
TAIWAN				
NOTIFICATION DATE	DELIVERY MODE			
05/22/2008	ELECTRONIC			

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USA@JCIPGROUP.COM.TW

Office Action Summary	Application No.	Applicant(s)	
	10/711,861	YEN ET AL.	
	Examiner	Art Unit	
	CARLTON V. JOHNSON	2136	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 20 February 2008.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-17 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-17 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date _____.

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.

5) Notice of Informal Patent Application

6) Other: _____.

DETAILED ACTION

1. This action is responding to application papers filed on **10-11-2004**.
2. Claims **1 - 17** are pending. Claim **1** is independent.

Response to Arguments

3. Applicant's arguments filed 2/20/2008 have been fully considered and they were persuasive and as such new grounds of rejection have been entered.

3.1 Applicant argues that the referenced prior art does not disclose the download (transfer) of an image file. (see Remarks Page 2)

The Peng prior art discloses the transfer of an image used from an external source. (see Peng Figure 2 (201); (215); paragraph [0023], lines 5-10: image input device connected to cable and configured to input image to be displayed; paragraph [0024], lines 7-9: replaces predetermined logo with customized display)

There is no disclosure in the claimed invention of an image displayed when the projector is initially started (see Remarks Page 3). The Cambron prior art discloses the identification information is a logo. (see Cambron paragraph [0015], lines 6-9: identification information; company identification; logo) The Peng prior art discloses image display at projector startup. (see Peng paragraph [0022], lines 1-7: image displayed at startup; paragraph [0023], lines 2-5: projector display device)

3.2 The examiner has considered the applicant's remarks concerning a method of customizing the startup logo of a projector. The projector is connected to an external device and image data is read from an image file in the external device, stored in a memory buffer, and written into a built-in flash memory of the projector to replace the startup logo with the image file. The startup logo is fetched from an external device making its source more comprehensive and can be changed at any time. Applicant's arguments have thus been fully analyzed and considered but they are not persuasive.

After an additional analysis of the applicant's invention, remarks, and a search of the available prior art, it was determined that the current set of prior art consisting of Cambron (20050012911), Peng (20040223001), Lichtfuss (20020175915) and Tanner (20020133520) discloses the applicant's invention.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 1 - 8, 11, 15 - 17 are rejected under 35 U.S.C. 103 (a) as being unpatentable over **Cambron et al.** (US Patent No. **20050012911**) in view of **Peng** (US PGPUB No. **20040223001**).

With Regards to Claim 1, Cambron discloses a method of customizing the startup logo of a projector comprising the steps to replace said startup logo of said projector. (see Cambron paragraph [0041], lines 8-13; paragraph [0027], lines 10-13: projector usage of external device; paragraph [0025], lines 1-4; paragraph [0020], lines 1-12: image, customized identification information (logo) for projector) Cambron does not specifically disclose an external device as claimed. However, Peng discloses wherein connecting said projector to an external device; and transmitting an image file from said external device to said projector. (see Peng Figure 2 (201); (215); paragraph [0023], lines 5-10: image input device connected to cable and configured to input image to be displayed; paragraph [0024], lines 7-9: replaces predetermined logo with customized display)

It would have been obvious to one of ordinary skill in the art to modify Cambron to connecting said projector to an external device and transmitting an image file from said external device into said projector as taught by Peng. One of ordinary skill in the art would have been motivated to employ the teachings of Peng in order to emphasize individualization to draw the customer's attention. (see Peng paragraph [0004], lines 1-6: “*... As technology progresses, many modern electronic apparatuses emphasize individualization to draw consumers' attention. For example, many cell phones allow users to compose the melody of ringing tones, and font types can also be downloaded into personal digital assistants (PDAs). ...*”)

With Regards to Claim 2, Cambron discloses the method of claim 1, wherein before connecting said protector to said external device, further comprises performing an

initialization to enter into a customization mode. (see Cambron paragraph [0036], lines 4-8: menu, enter customization mode)

With Regards to Claim 3, Cambron discloses the method of claim 2, wherein before entering said customization mode, further comprises inputting a predetermined password. (see Cambron paragraph [0033], lines 6-9; paragraph [0027], lines 10-13: password usage before entering modification mode; paragraph [0042], lines 1-7: preselected (predetermined) user identification (password) information)

With Regards to Claim 4, Cambron discloses the method of claim 3, wherein said password is input through an on-screen display. (see Cambron paragraph [0036], lines 4-8: user interface (on screen display); paragraph [0033], lines 6-9; paragraph [0027], lines 10-13: input of password)

With Regards to Claim 5, Cambron discloses the method of claim 2, wherein before entering said customization mode, further comprises pressing a first key combination. (see Cambron paragraph [0032], lines 10-12; paragraph [0033], lines 1-6: keypad (key combinations) used to input commands, initiate user interface menu (enter customization mode))

With Regards to Claim 6, Cambron discloses the method of claim 2, wherein after entering said customization mode but before connecting said projector with said

external device, further comprises an optional step of pressing a second key combination to terminate the startup logo customization procedure so that said startup logo is not replaced. (see Cambron paragraph [0032], lines 10-12; paragraph [0033], lines 1-6: keypad used to enter commands (terminate) user interface menu)

With Regards to Claim 7, Cambron discloses the method of claim 1, wherein said projector stores said startup logo inside a built-in flash memory. (see Cambron paragraph [0037], lines 1-9; paragraph [0037], lines 11-15: non-volatile memory (flash memory), identification information (logo) stored in memory)

With Regards to Claim 8, Cambron discloses the method of claim 7, wherein the step of transmitting image file to said projector to replace said startup logo further comprises: writing said image file into a memory buffer; reading said image file from said memory buffer; and writing said image file into said flash memory. (see Cambron paragraph [0041], lines 8-13; paragraph [0027], lines 10-13: projector usage of external device, image file (identification information); paragraph [0043], lines 3-8: read image (content and identification (logo) information); paragraph [0037], lines 1-4; paragraph [0037], lines 11-15; paragraph [0040], lines 1-12: nonvolatile (flash) memory utilized for storage of image data) Cambron does not specifically disclose an external device as claimed. However, Peng disclose wherein transmitting said image file from said external device to said projector to replace said startup logo comprising reading said image file from said external device. (see Peng Figure 2 (201); (215); paragraph [0023], lines 5-10:

image input device connected to cable and configured to input image to be displayed; paragraph [0024], lines 7-9: replaces predetermined logo with customized display)

It would have been obvious to one of ordinary skill in the art to modify Cambron for reading said image file from said external device as taught by Peng. One of ordinary skill in the art would have been motivated to employ the teachings of Peng in order to emphasize individualization to draw the customer's attention. (see Peng paragraph [0004], lines 1-6)

With Regards to Claim 11, Cambron discloses the method of claim 1, wherein said external device comprises a personal computer. (see Cambron paragraph [0027], lines 10-13: external device: computer system (PC))

With Regards to Claim 15, Cambron discloses the method of claim 1, wherein the transmission interface between said projector and said external device comprises a universal serial bus (USB) interface. (see Cambron paragraph [0031], lines 5-8: USB communications interface)

With Regards to Claim 16, Cambron discloses the method of claim 1, wherein the transmission interface between said projector and said external device comprises a RS232 interface. (see Cambron paragraph [0031], lines 5-8: RS232 communications interface)

With Regards to Claim 17, Cambron discloses the method of claim 1, wherein the transmission interface between said projector and said external device comprises an internal bi-directional communication (I2C) interface. (see Cambron paragraph [0047], lines 1-6: bi-directional communications interface)

6. Claims **10, 12, 13, 14** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Cambron-Peng** and further in view of **Lichtfuss et al.** (US Patent No. **20020175915**).

With Regards to Claim 10, Cambron discloses the method of claim 1. Cambron does not specifically disclose whereby said external device comprises a mass storage device. However, Lichtfuss discloses wherein said external device comprises a mass storage device. (see Lichtfuss paragraph [0006], lines 1-6; paragraph [0018], lines 15-18: external device: hard disk drive (mass storage device))

It would have been obvious to one of ordinary skill in the art to modify Cambron-Peng as taught by Lichtfuss to enable the capability for external device comprising a mass storage device. One of ordinary skill in the art would have been motivated to employ the teachings of Lichtfuss in order to enable the capability to provide a flexible and portable projection system for viewing presentations in multiple formats. (see Lichtfuss paragraph [0015], lines 1-6: “*... The present invention is directed to a system and method which provides a flexible and portable projection system for viewing presentations which may include a variety of image data formats and a mechanism for*

preparing and readily modifying presentation data for subsequent viewing. ... ")

With Regards to Claim 12, Cambron discloses the method of claim 1. Cambron does not specifically disclose whereby said external device comprises a memory card. However, Lichtfuss discloses wherein said external device comprises a memory card. (see Lichtfuss paragraph [0006], lines 1-6; paragraph [0018], lines 10-15: external device: memory card)

It would have been obvious to one of ordinary skill in the art to modify Cambron-Peng as taught by Lichtfuss to enable the capability for external device comprising a memory card. One of ordinary skill in the art would have been motivated to employ the teachings of Lichtfuss in order to enable the capability to provide a flexible and portable projection system for viewing presentations in multiple formats. (see Lichtfuss paragraph [0015], lines 1-6)

With Regards to Claim 13, Cambron discloses the method of claim 12, wherein said image file inside said memory. Cambron does not specifically disclose whereby said card memory originates from a digital camera. However, Lichtfuss discloses wherein said card memory originates from a digital camera. (see Lichtfuss paragraph [0006], lines 1-6; paragraph [0018], lines 10-15: digital camera, digital memory card)

It would have been obvious to one of ordinary skill in the art to modify Cambron-Peng as taught by Lichtfuss to enable the capability for a memory card originating from a digital camera. One of ordinary skill in the art would have been motivated to employ

the teachings of Lichtfuss in order to enable the capability to provide a flexible and portable projection system for viewing presentations in multiple formats. (see Lichtfuss paragraph [0015], lines 1-6)

With Regards to Claim 14, Cambron discloses the method of claim 12, wherein said projector. Cambron does not specifically disclose whereby a built-in card reader for reading said image file from said memory card. However, Lichtfuss discloses wherein a built-in card reader for reading said image file from said memory card. (see Lichtfuss paragraph [0006], lines 1-6; paragraph [0018], lines 10-18: memory card, card reader)

It would have been obvious to one of ordinary skill in the art to modify Cambron-Peng as taught by Lichtfuss to enable the capability for external device comprising a memory card reader. One of ordinary skill in the art would have been motivated to employ the teachings of Lichtfuss in order to enable the capability to provide a flexible and portable projection system for viewing presentations in multiple formats. (see Lichtfuss paragraph [0015], lines 1-6)

7. Claim 9 is rejected under 35 U.S.C. 103(a) as being unpatentable over **Cambron-Peng** and further in view of **Tanner et al.** (US Patent No. 20020133520).

With Regards to Claim 9, Cambron discloses the method of claim 8, wherein from the step of writing said image file into said flash memory proceed, and the amount of image file data is accommodated by said memory buffer. (see Cambron paragraph [0037],

lines 1-4; paragraph [0037], lines 11-15; paragraph [0040], lines 1-12: flash memory for storage of image data)

Cambron does not specifically disclose an external device as claimed. However, Peng discloses wherein the step of reading said image file from said external device. (see Peng Figure 2 (201); (215); paragraph [0023], lines 5-10: image input device connected to cable and configured to input image to be displayed; paragraph [0024], lines 7-9: replaces predetermined logo with customized display)

It would have been obvious to one of ordinary skill in the art to modify Cambron for the step of reading said image file from said external device as taught by Peng. One of ordinary skill in the art would have been motivated to employ the teachings of Peng in order to emphasize individualization to draw the customer's attention. (see Peng paragraph [0004], lines 1-6)

Cambron-Peng does not specifically disclose whereby utilizing a batch format. However, Tanner discloses wherein a batch format. (see Tanner paragraph [0019], lines 20-25; paragraph [0020], lines 8-10; paragraph [0021], lines 1-5: batch format, data processing for presentations)

It would have been obvious to one of ordinary skill in the art to modify Cambron-Peng as taught by Tanner to enable the capability for the usage of a batch format in data processing for presentations. One of ordinary skill in the art would have been motivated to employ the teachings of Lichtfuss in order to enable the capability for the automatic synchronization between audio and video portions of a presentation. (see

Tanner paragraph [0007], lines 1-5: “ *... Therefore, there is a need for a method of preparing a multimedia recording of a live presentation that allows for the automatic synchronization between an audio or video recording and the display of the slides used during the presentation. ...* ”

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Carlton V. Johnson whose telephone number is 571-270-1032. The examiner can normally be reached on Monday thru Friday , 8:00 - 5:00PM EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Nasser Moazzami can be reached on 571-272-4195. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information

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system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Carlton V. Johnson
Examiner
Art Unit 2136

CVJ
May 12, 2008

/Brandon S Hoffman/
Primary Examiner, Art Unit 2136